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What is claimed is:

1. An electronic endoscope having an image pickup portion which converts an object image formed by an objective lens system to an electrical image signal,

comprising:

a solid-state image pickup device having an image sensor:

a controller for controlling the horizontal and vertical scan direction of an image portion of said image sensor: and

a scan control device which controls the scanning operation of said image sensor; wherein

said image sensor and one of said scan control device and said controller are integrated on a common chip.

2. An electronic endoscope having an image pickup portion which is provided at a distal end of a tubular member of said electronic endoscope; and

wherein the image pickup portion is provided with a solid-state image pickup device having an image sensor; and

wherein said image sensor and one of a controller, for controlling the horizontal and vertical scan direction of an image portion of said image sensor, and a scan control device, for controlling the scanning operation of the image 25 sensor, are integrated on a common chip.

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- 3. The electronic endoscope according to claim 2, wherein said image pickup portion comprises an A/D converter for carrying out A/D conversion of an output signal of the image sensor, an image processing device for processing the A/D-converted output signal, and a D/A converter for carrying out D/A conversion of the processed image signal; wherein at least one of the A/D converter device, the image processing device, and the D/A converter is integrated in the solid-state image pickup portion.
  - 4. The electronic endoscope according to claim 3, wherein said image processing device has an automatic white balance function to carry out a white balance operation.
- 5. The electronic endoscope according to claim 2, further comprising a scan direction changing device, wherein said scan direction changing device causes the controller to change the scan direction of the image sensor.
- 6. The electronic endoscope according to claim 5, wherein said scan direction changing device comprises a vertical scan direction changing member to change the scan direction of the image sensor in the vertical direction, and a horizontal scan direction changing member to change the scan direction of the image sensor in the lateral 25 'direction.

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- 7. The electronic endoscope according to claim 5, wherein said scan direction changing device is provided with a horizontal/vertical scan switching member to switch the horizontal scan and the vertical scan of the image sensor.
- 8. The electronic endoscope according to claim 2, wherein said image sensor is a MOS type image sensor having a horizontal scan register and a vertical scan register.
- 9. The electronic endoscope according to claim 5, wherein said scan direction changing device is provided at the other end of the tubular member.
- 10. The electronic endoscope according to claim 5, further comprising an image monitor in which an image picked-up by the image pickup portion is indicated.
- 11. An electronic endoscope having an image pickup portion which is provided at a distal end of a tubular member of said electronic endoscope, comprising:

a solid-state image pickup device in which an image sensor and a scan control device for controlling the scanning operation of the image sensor are integrated on a common chip; and

a scan direction changing device which changes the  $$\operatorname{scan}$$  direction of the image sensor.

12. The electronic endoscope according to claim 11,25 wherein said scan direction changing device is provided

at the other end of the tubular member.